

Rep Order# 9812517 Ver# 1 Status New  
EC'd No

Traffic Order#

Printed: 09/06/2012 10:28 AM  
Last Received: 09/06/2012 9:54 AM  
Showing Buylines: All Lines

1 of 3

Station WWSB-TV SARASOTA, FL  
Advertiser ( ) POLITICAL  
Product ROMNEY FOR PRESIDENT  
Estimate# 58  
Buyer STEPHANIE KINCAID  
Phone#  
Fax#

Agency ( ) AMERICAN RAMBLER PRODUCTION  
138 CONANT ST  
BEVERLY, MA 01915  
Agency C/P1/P2/E //58  
Flight Dates 09/07/2012 - 09/10/2012  
Hiatus Weeks

Rep Firm  
Sales Office ( ) WASHINGTON  
Salesperson ( ) BRAD PHILLIPS  
Salesperson Phone# 202-955-5342  
Salesperson FAX# 202-955-5348

--- CONTRACT COMMENT ---

ROMNEY FOR PRESIDENT \*\*\*\*\*NONDISCRIMINATION\*\*\*\*\* PARAGRAPHS 49 AND 50 OF THE UNITED STATES FEDERAL COMMUNICATIONS COMMISSION'S REPORT AND ORDER NO. 07-217 PROVIDES THAT BROADCAST STATIONS' ADVERTISING CONTRACTS WILL NOT DISCRIMINATE ON THE BASIS OF RACE OR ETHNICITY, AND MUST CONTAIN NONDISCRIMINATION CLAUSES. CONSISTENT WITH THIS ORDER, KATZ COMMUNICATIONS, INC. (INCLUDING ANY SUBSIDIARY OR DIVISION OF KATZ) DOES NOT DISCRIMINATE IN ANY BROADCAST ADVERTISING CONTRACT ON THE BASIS OF RACE OR ETHNICITY AND EVALUATES, NEGOTIATES AND COMPLETES ITS BROADCAST ADVERTISING CONTRACTS WITHOUT REGARD TO RACE OR ETHNICITY.

--- REMARKS ---  
NEW ROMNEY ORDER  
PLEASE CNFM, THANKS

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	1	F	7A-8A	GMA	:30	\$225.00	09/07-09/07	2	1	2	\$450.00	
	2	M	7A-8A	GMA	:30	\$225.00	09/10-09/10	2	1	2	\$450.00	
	3	M	8A-9A	GMA	:30	\$225.00	09/10-09/10	1	1	1	\$225.00	
	4	F	8A-9A	GMA	:30	\$225.00	09/07-09/07	2	1	2	\$450.00	
	5	F	11A-12P	VIEW	:30	\$100.00	09/07-09/07	1	1	1	\$100.00	
	6	M	11A-12P	VIEW	:30	\$100.00	09/10-09/10	1	1	1	\$100.00	
	7	M	1P-2P	CHEW	:30	\$90.00	09/10-09/10	1	1	1	\$90.00	
	8	F	1P-2P	CHEW	:30	\$90.00	09/07-09/07	1	1	1	\$90.00	
	9	M	2P-4P	SOAPS	:30	\$90.00	09/10-09/10	2	1	2	\$180.00	
	10	F	2P-4P	SOAPS	:30	\$90.00	09/07-09/07	2	1	2	\$180.00	

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LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
---	---	---	---	-----	---	---	---	---	---	---	---	---
	11	M	5P-530P	NEWS	:30	\$225.00	09/10-09/10	2	1	2	\$450.00	
	12	F	5P-530P	NEWS	:30	\$225.00	09/07-09/07	2	1	2	\$450.00	
	13	F	6P-630P	NEWS	:30	\$550.00	09/07-09/07	2	1	2	\$1,100.00	
	14	M	6P-630P	NEWS	:30	\$550.00	09/10-09/10	2	1	2	\$1,100.00	
	15	F	7P-730P	WHEEL	:30	\$300.00	09/07-09/07	2	1	2	\$600.00	
	16	M	7P-730P	WHEEL	:30	\$300.00	09/10-09/10	2	1	2	\$600.00	
	17	M	730P-8P	JEOPARDY	:30	\$300.00	09/10-09/10	1	1	1	\$300.00	
	18	F	730P-8P	JEOPARDY	:30	\$300.00	09/07-09/07	1	1	1	\$300.00	
	19	F	11P-1130P	NEWS	:30	\$425.00	09/07-09/07	2	1	2	\$850.00	
	20	M	11P-1130P	NEWS	:30	\$425.00	09/10-09/10	2	1	2	\$850.00	
	21	M	1130P-12A	NITELINE	:30	\$125.00	09/10-09/10	1	1	1	\$125.00	
	22	F	1130P-12A	NITELINE	:30	\$125.00	09/07-09/07	1	1	1	\$125.00	
	23	M	10P-11P	CASTLE	:30	\$1,100.00	09/10-09/10	1	1	1	\$1,100.00	
	24	F	9P-10P	PRIMETIME	:30	\$600.00	09/07-09/07	1	1	1	\$600.00	
	25	F	10P-11P	20/20	:30	\$600.00	09/07-09/07	1	1	1	\$600.00	
	26	SA	8A-9A	GMA	:30	\$125.00	09/08-09/08	1	1	1	\$125.00	
	27	SA	12P-330P	NCAA FOOTBALL	:30	\$650.00	09/08-09/08	2	1	2	\$1,300.00	

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Salesperson FAX# 202-955-5348

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	28	SA	630P-7P	NEWS	:30	\$225.00	09/08-09/08	2	1	2	\$450.00	
	29	SA	7P-730P	NEWS	:30	\$225.00	09/08-09/08	1	1	1	\$225.00	
	30	SA	730P-8P	JEOPARDY	:30	\$300.00	09/08-09/08	1	1	1	\$300.00	
	31	SU	8A-9A	GMA	:30	\$125.00	09/09-09/09	1	1	1	\$125.00	
	32	SU	9A-10A	THIS WEEK	:30	\$125.00	09/09-09/09	1	1	1	\$125.00	
	33	SU	630P-7P	NEWS	:30	\$225.00	09/09-09/09	1	1	1	\$225.00	

---REPORT TOTALS---

Report Totals: 48 / \$14,340.00

---SALES MONTHLY TOTALS---

Sep 12: 48 / \$14,340.00

Sales Totals: 48 / \$14,340.00

Station Totals: 48 / \$14,340.00

Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals	\$270,566	CABL 0%	UNKN 0%	WBSV 1%	WFLA 24%	WFTS 14%
		WTOG 0%	WTSP 26%	WTTA 1%	WTVT 25%	WWSB 5%

Books null  
Demos RA35+

## CONTRACT



**WWSB**  
**1477 Tenth Street**  
**Sarasota, FL 34236**  
**(941)552-0777**

www.wwsb.tv

And:

**AMERICAN RAMBLER PRODUCTION**  
**138 CONANT ST**  
**BEVERLY, MA 01915**

<u>Contract / Revision</u> 31711 /		<u>Alt. Order #</u> 09812517
<u>Product</u> <b>58/ROMNEY FOR PRESIDENT</b>		
<u>Contract Dates</u> 09/07/12 - 09/10/12		<u>Est. #</u> 58
<u>Advertiser</u> <b>ROMNEY FOR PRESIDENT</b>		<u>Original Date / Revision</u> 09/06/12 / 09/06/12
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Station</u> WWSB	<u>Account Executive</u> BRAD PHILLIPS	<u>Sales Office</u> Washington DC
<u>Special Handling</u>		
<u>Demographic</u> Adults 35+		
<u>IDB#</u>	<u>Advertiser Code</u>	<u>Product Code</u>
<u>Agency Ref</u>		<u>Advertiser Ref</u>

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
N 1	7	09/07/12	09/07/12	Good Morning America	7-9a		:30			NM	2	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/03/12	09/09/12	----F--				2	\$225.00			
N 2	7	09/10/12	09/10/12	Good Morning America	7-9a		:30			NM	2	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/10/12	09/16/12	M-----				2	\$225.00			
N 3	7	09/10/12	09/10/12	Good Morning America	7-9a		:30			NM	1	\$225.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/10/12	09/16/12	M-----				1	\$225.00			
N 4	7	09/07/12	09/07/12	Good Morning America	7-9a		:30			NM	2	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/03/12	09/09/12	----F--				2	\$225.00			
N 5	7	09/07/12	09/07/12	The View	11a-12p		:30			NM	1	\$100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/03/12	09/09/12	----F--				1	\$100.00			
N 6	7	09/10/12	09/10/12	The View	11a-12p		:30			NM	1	\$100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/10/12	09/16/12	M-----				1	\$100.00			
N 7	7	09/10/12	09/10/12	M-F 1-4p Rotator	THE CHEW		:30			NM	1	\$90.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/10/12	09/16/12	M-----				1	\$90.00			
N 8	7	09/07/12	09/07/12	M-F 1-4p Rotator	THE CHEW		:30			NM	1	\$90.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/03/12	09/09/12	----F--				1	\$90.00			
N 9	7	09/10/12	09/10/12	M-F 1-4p Rotator	SOAPS/COURT		:30			NM	2	\$180.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/10/12	09/16/12	M-----				2	\$90.00			
N 10	7	09/07/12	09/07/12	M-F 1-4p Rotator	SOAPS/COURT		:30			NM	2	\$180.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/03/12	09/09/12	----F--				2	\$90.00			
N 11	7	09/10/12	09/10/12	ABC 7 News at 5p	5-530p		:30			NM	2	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/10/12	09/16/12	M-----				2	\$225.00			
N 12	7	09/07/12	09/07/12	ABC 7 News at 5p	5-530p		:30			NM	2	\$450.00

(\* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Two week advance cancellation notice is required unless otherwise specified.



**WWSB**  
1477 Tenth Street  
Sarasota, FL 34236  
(941)552-0777

Contract / Revision	Alt. Order #
31711 /	09812517

Contract Dates	Product	Est. #
09/07/12 - 09/10/12	58/ROMNEY FOR PRES	58

Advertiser	Original Date / Revision
ROMNEY FOR PRESIDENT	09/06/12 / 09/06/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/03/12	09/09/12	----F--				2	\$225.00			
N 13	7	09/07/12	09/07/12	ABC 7 News at 6p	6-630p		:30			NM	2	\$1,100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/03/12	09/09/12	----F--				2	\$550.00			
N 14	7	09/10/12	09/10/12	ABC 7 News at 6p	6-630p		:30			NM	2	\$1,100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/10/12	09/16/12	M-----				2	\$550.00			
N 15	7	09/07/12	09/07/12	M-Sa 7-730p	WHEEL		:30			NM	2	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/03/12	09/09/12	----F--				2	\$300.00			
N 16	7	09/10/12	09/10/12	M-Sa 7-730p	WHEEL		:30			NM	2	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/10/12	09/16/12	M-----				2	\$300.00			
N 17	7	09/10/12	09/10/12	M-Sa 730-8p	JEOPARDY		:30			NM	1	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/10/12	09/16/12	M-----				1	\$300.00			
N 18	7	09/07/12	09/07/12	M-Sa 730-8p	JEOPARDY		:30			NM	1	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/03/12	09/09/12	----F--				1	\$300.00			
N 19	7	09/07/12	09/07/12	M-Sun ABC 7 News at	M-F 11-1135p / Sa		:30			NM	2	\$850.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/03/12	09/09/12	----F--				2	\$425.00			
N 20	7	09/10/12	09/10/12	M-Sun ABC 7 News at	M-F 11-1135p / Sa		:30			NM	2	\$850.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/10/12	09/16/12	M-----				2	\$425.00			
N 21	7	09/10/12	09/10/12	Nightline	1135p-12:02:05a		:30			NM	1	\$125.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/10/12	09/16/12	M-----				1	\$125.00			
N 22	7	09/07/12	09/07/12	Nightline	1135p-12:02:05a		:30			NM	1	\$125.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/03/12	09/09/12	----F--				1	\$125.00			
N 23	7	09/10/12	09/10/12	Mon Prime Hour 3	CASTLE		:30			NM	1	\$1,100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/10/12	09/16/12	M-----				1	\$1,100.00			
N 24	7	09/07/12	09/07/12	Fri Prime Hour 2	PRIMETIME		:30			NM	1	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/03/12	09/09/12	----F--				1	\$600.00			
N 25	7	09/07/12	09/07/12	Fri Prime Hour 3	20/20		:30			NM	1	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/03/12	09/09/12	----F--				1	\$600.00			
N 26	7	09/08/12	09/08/12	Sat/Sun GMA	8-9a		:30			NM	1	\$125.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/03/12	09/09/12	-----S-				1	\$125.00			
N 27	7	09/08/12	09/08/12	College Football Dbl	12p-7p		:30			NM	2	\$1,300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/03/12	09/09/12	-----S-				2	\$650.00			
N 28	7	09/08/12	09/08/12	ABC 7 Sat News at 63	630-7p		:30			NM	2	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/03/12	09/09/12	-----S-				2	\$225.00			
N 29	7	09/08/12	09/08/12	ABC 7 Sat News at 7p	7-730p		:30			NM	1	\$225.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			

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**1477 Tenth Street**  
**Sarasota, FL 34236**  
**(941)552-0777**

Contract / Revision	Alt. Order #
31711 /	09812517

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09/07/12 - 09/10/12	58/ROMNEY FOR PRES	58

Advertiser	Original Date / Revision
ROMNEY FOR PRESIDENT	09/06/12 / 09/06/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Totals SpotsAmount	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/03/12	09/09/12	-----S-				1	\$225.00			
N 30	7	09/08/12	09/08/12	M-Sa 730-8p	JEOPARDY		:30			NM	1	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/03/12	09/09/12	-----S-				1	\$300.00			
N 31	7	09/09/12	09/09/12	Sat/Sun GMA	8-9a		:30			NM	1	\$125.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/03/12	09/09/12	-----S				1	\$125.00			
N 32	7	09/09/12	09/09/12	This Week	9-10a		:30			NM	1	\$125.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/03/12	09/09/12	-----S				1	\$125.00			
N 33	7	09/09/12	09/09/12	ABC 7 Sun News at 63	630-7p		:30			NM	1	\$225.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/03/12	09/09/12	-----S				1	\$225.00			
Totals											48	\$14,340.00

Time Period	# of Spots	Gross Amount	Net Amount
08/27/12 - 09/10/12	48	\$14,340.00	\$12,189.00
<b>Totals</b>	<b>48</b>	<b>\$14,340.00</b>	<b>\$12,189.00</b>

**Signature:** \_\_\_\_\_ **Date:** \_\_\_\_\_

(\* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Two week advance cancellation notice is required unless otherwise specified.

American Rambler Productions

WWSB001

WWSB

Account # Romney for President

Payment Number

00008000000004498

Check Date

Sep 5, 2012

Check Number

4048

Voucher Number

Invoice Number

Invoice Date

Outstanding Amt

Net Paid Amt

Discount Taken

Write Off

Net Check Amt

00000000000005111

SEPTEMBER 7-10

09/05/2012

\$12,189.00

\$12,189.00

\$0.00

\$0.00

\$12,189.00

X

TOTAL

\$12,189.00

\$12,189.00

\$0.00

\$0.00

\$12,189.00

FOR SECURITY PURPOSES, THE FACE OF THIS DOCUMENT CONTAINS A TWO TONED COLORED BACKGROUND AND MICROPRINTING IN THE BORDER

American Rambler Productions

138 Conant Street  
Beverly, MA 01915

Charm Bridge Bank, N.A.  
1445-A Laughlin Avenue  
McLean, VA 22101

056009479

Twelve Thousand One Hundred Eighty Nine Dollars and 00 Cents

to the Order of:

WWSB

1477 10th Street  
Sarasota, FL 34236

SECURITY FEATURES INCLUDED: DETAILS ON BACK

"4048"

:056009479:2100111547"

Political  
deposited 9/6/2012  
Order # 3711